

WHAT IS CLAIMED IS:

1 1. A data communication system comprising:
 2 a plurality of output devices;
 3 a plurality of input devices allocated to a plurality of users of the system; and
 4 at least one host computer, wherein identical information is output at the output
 5 devices, and the host computer transmits to the output devices further information allocated
 6 to the identical information, data relating to the further information and input into the
 7 plurality of input devices are transmitted to the host computer, and wherein the host
 8 computer selects, in response to the data received from the plurality of input devices, one or a
 9 subset of users and transmits a selected message to the selected user or subset of users.

1 2. The system of claim 1, wherein the identical information is advertising information
 2 allocated to a particular product or service.

1 3. The system of claim 1, wherein the further information allocated to the identical
 2 information is questions directed to the user or subset of users of the respective input devices.

1 4. The system of claim 2, wherein the further information allocated to the identical
 2 information is one or more questions directed to the user or subset of users of the respective
 3 input device.

1 5. The system of claim 4, wherein the host computer selects a user whose answers to the
 2 questions correspond to a set of reference answers stored in the host computer.

1 6. The system of claim 5, wherein the set of reference answers is determined from
 2 answers given by the plurality of users.

1 7. The system of claim 6, wherein the set of reference answers is determined on the
2 basis of a frequency of individual answers given by the plurality of users.

1 8. The system of claim 6, wherein answers contained in the set of reference answers
2 correspond to answers selected by a particular one of the plurality of users.

1 9. The system of claim 1, further comprising:
2 at least 1,000 input devices; and
3 at least 1,000 output devices.

1 10. The system of claim 1, wherein the identical information is transmitted from a master
2 station.

1 11. The system of claim 1, wherein the plurality of input devices are mobile phones.

1 12. The system of claim 1, wherein the plurality of output devices are mobile phones.

1 13. The system of claim 11, wherein the plurality of output devices are television sets.

1 14. A data communication method, the method comprising:
2 outputting identical information to a plurality of output devices;
3 transmitting from a host computer further information associated with the identical
4 information to the plurality of output devices; and
5 providing a plurality of input devices allocated to a plurality of different users such
6 that data relating to the further information and input into the respective input devices are
7 transmitted to the host computer, and the host computer selects, in reaction to the data

- 8 received from the input devices, one or a subset of the plurality of users and transmits a
- 9 selected message to the one user or subset of selected users.